

NEW HAMPSHIRE LAW LIBRARY

1955

SEP 8 2 1998

August 9

CONCORD, N.H.

Mr. J. Leo Bourassa
Secretary to the Governor
Executive Department
State House

Dear Sir:

I return herewith the letter from
one Mr. R. F. Corney and the attachment thereto, forwarded to us
under date of August 4, 1955.

R. L., c. 170, s. 42 provides
as follows:

"All advertising of liquor or beverages within the
state, other than through the medium of newspapers,
magazines, periodicals, and radio broadcasting, is
hereby prohibited except as specifically authorized
by the liquor commission, provided further that all
advertising of liquor and beverages within the state
through the medium of billboards is prohibited."

By its Advertising Regulation No.
13, the Commission has prescribed:

"No advertisement of any alcoholic beverage shall
include, be connected with, or make reference to the
conduct of any form of contest or award of prizes,
premiums, or consideration."

The regulation quoted effectively
precludes the use of the contest device in connection with the
advertising of alcoholic liquors in this state. The adoption of
such a regulation is a matter of policy entrusted to the Com-
mission by the Legislature. It is the opinion of this office
that the regulation is legally valid.

Very truly yours,

Warren E. Waters
Deputy Attorney General

WEW/T